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THIS AUGUST THE BUSIEST YET FOR STUDENT ACCOMMODATION

- Help is at hand with [accommodationforstudents.com](http://www.accommodationforstudents.com) -

August is the busiest time of the year for students looking for accommodation, particularly after the publication of A Level results and the university clearing house process due later this month. Furthermore, research has shown that the number of students seeking accommodation continues to grow and pressure on the PRS (Private Rented Sector) is at its heaviest. But help is at hand with Accommodation for Students (www.accommodationforstudents.com), the UK's most advanced student accommodation search engine, which is available to both students and landlords for the first time this year.

Accommodation for Students is a boon to both parties, bringing together students and private landlords in an easy-to-use, accessible website. Already, just 8 months since launch, 10,000 unique users a week across the UK are visiting the site - and that's a lot of students looking for housing! Via the site, students can specify their accommodation requirements, right down to whether they want satellite TV, a garden or off-street parking.

And the site has great appeal to landlords too. They can upload their properties directly onto the site, including pictures, and the user-

friendly admin suite even tells them how many students have clicked on their properties and requested a viewing. But the best thing landlords like about the site is that it is free and it works!

Tim Machin, an ICT lecturer in Coventry who also lets out a number of properties to students, said:

“I was recently let down by the Coventry University Accommodation Office. Fortunately I found Accommodation for Students through the Internet. I let the room in a week and subsequently have had confirmation of further tenants from as far afield as Ghana, France and the Czech Republic. So far, I have saved a tidy sum in advertising costs.”

Recent research funded by the Joseph Rowntree Foundation and carried out by the Centre for Housing Policy at the University of York reveals that, on average, twice as many students are now living in private rented housing as there are in accommodation provided by their HEI (Higher Education Institution). 60% of HEI accommodation officers surveyed agreed that this has led to an increased reliance on the PRS.

William Berry, director of Accommodation for Students, said:

“A site like ours is a valuable complement to other ways of seeking accommodation currently open to students. In this busy day and age an online accommodation website can take a lot of the pain out of the accommodation-seeking process for both

students and landlords, feedback we've had confirmed from both parties."

About Accommodation for Students

Accommodation for Students Ltd. was founded by William Berry and Simon Thompson, ex-students from Manchester, in June 2000. The site went live in test phase in June 2001, prior to its full launch in January 2002.

The site's features include:

For students

- A powerful search engine accessing a nationwide database of student accommodation properties
- An easy-to-use, comprehensive set of accommodation criteria, including geographical location, number of rooms (including required size of room), rent, interior facilities (from satellite/cable television to dishwasher), exterior facilities (from garden to off-street parking) and service facilities (eg CORGI registered gas central heating)
- Notice board facility
- Clipboard facility to save accommodation details
- Landlord email facility which sends an email to the landlord with one click when a student finds a property they like. The email specifies the house and student details and effects an introduction between the student and landlord.
- Chatroom to allow potential housemates to talk to each other and review house options.

For Landlords

- Sophisticated, user-friendly '**landlord admin suite**' which allows landlords to directly upload and edit their property details and pictures on the Accommodation for Students website. The unique measurement facility allows landlords to judge the effectiveness of the website in attracting student interest to their properties and ultimately their letting.
- Easy contact system: Accommodation for Students '**email landlord service**'. This service enables students to send a generic email of

interest to a landlord with one click. This also ensures the privacy of landlord email addresses.

Accommodation for Students Accolades

- Highly Commended in the Best Industry Innovation category at the inaugural 2002 Property Business Awards
- New Millennium Silver Award
"Accommodation for Students has been awarded the Silver Award. Good luck in the future and keep helping the students in the UK ", Corey Huffman, CEO, New Millennium's Award Programme
- EyeCatcher Bronze Award – 21st October 2001
83% score on Design, Creativity, Coding and Originality
- Best Of The Web 2001 Bronze Award
"I enjoyed surfing your site, and I am sure everybody else will too", Eric Nielsen, NEOVISION, Inc
- Critical Mass Award
"Congratulations! Your site definitely qualifies for the "Critical Mass Award". A very nice site, excellent design, tasteful original graphics, and you have provided visitors with content that is informative, entertaining, well-presented and easy to access. A worthy enterprise and a positive contribution to the Web", Bill Darling, Critical Mass
- Golden Web Award 2001–2002
"Congratulations on having your site selected to receive the 2001–2002 Golden Web Award!"
- Ranked joint Number 1 in the Student Accommodation Advice website review of student accommodation sites.

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